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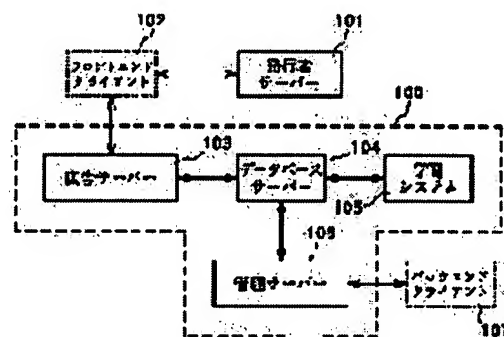
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(54) DEVICE AND METHOD FOR PROVIDING CUSTOMIZED ADVERTISEMENT ON WWW

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a system and method for selecting and distributing customized advertisement on a world wide web(WWW) on the Internet.

SOLUTION: An advertisement system 100 is provided with a data base server 104 for storing advertisement and campaign information and an advertisement server 103 for preparing electronic advertisement to be obtained by a client system. In this system 100, customizing process for customizing electronic advertisement to be distributed to each client system is executed. Then, a user is connected with a certain web site, and offered edited pages or a retrieved result list. In this system 100, customizing advertisement suited to page contents or retrieval topics is inserted into a page. Identifiable data are not collected during interaction with a user. An advertiser can designate display constraint on each advertisement. In this system 100, all unconstrained parameters are made suitable so that the click-through probability of the user is maximized.



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